

A TABULATION OF RESULTS

OF

WYBC BUYER RESEARCH POLL

Audience Research Division

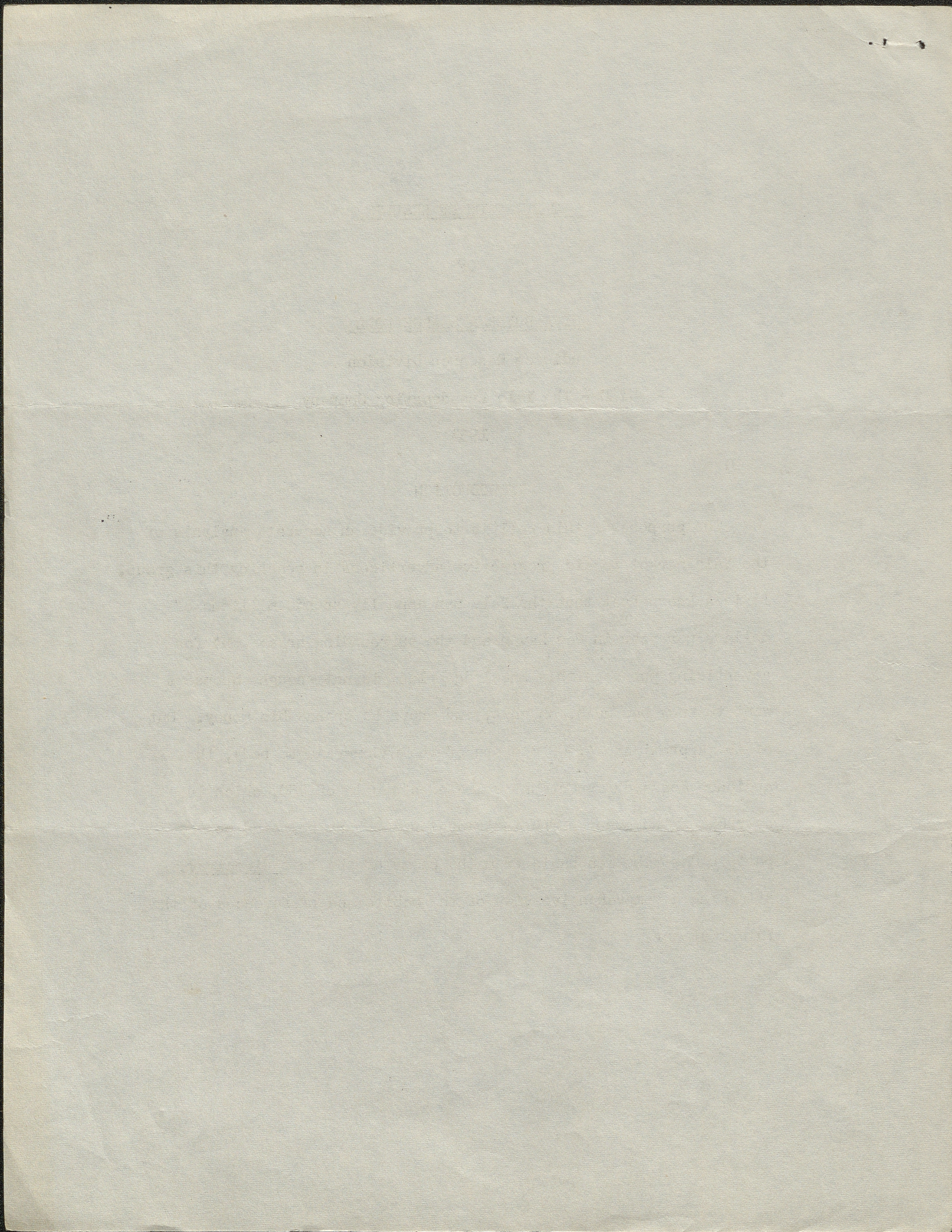
WYBC - The Yale Broadcasting Company

1953

INTRODUCTION

The purpose of this poll is to provide an accurate analysis of the Yale market to aid prospective advertisers in reaching this group. It is a known fact that the Yale man annually spends millions of dollars per year in New Haven and the surrounding area; but for advertising purposes this knowledge alone is not enough. Sponsors want to know how much, on what, and where he spends his money. Out of the approximate 4,000 members of the undergraduate body, the Audience Research Department selected a sample of 250, which is over 6% of the group. The individual names were selected on the pattern distribution basis from the pages of the Yale Directory, affording a comprehensive view of the habits and preferences of the Yale listener.







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HOW MUCH MONEY DOES THE YALE MAN SPEND ON PERSONALS AND RECREATION?

The average Yale man spends over \$550.00 per year outside of his basic expenditure at Yale (tuition, room, board, books). This figure multiplied by the 4,000 students at Yale makes the total sum over \$2,200,000.00 at most, all of which is spent in the New Haven area. An additional 3,000 listeners in the Yale Graduate Schools, although not polled are assumed to spend a proportional amount, bringing the total to \$3,850,000.00.

CLOTHING

How many suits does he buy each year? *and what brand?*

The answer to this question came out to .99 of one suit a year, with an average price of \$65.00.

How many sport coats does he buy each year? *and what brand?*

Our result was .98 of one sport coat a year, averaging \$43.00.

How many pairs of slacks does he buy each year? *and what brand?*

The answer to this question came out to 1.6 slacks per year, with an average price of \$15.25 a pair.

How many pairs of shoes does he buy each year? *and what brand?*

We found that the Yale man buys 1.8 pairs of shoes each year, averaging \$16.00 each.

Does he ever wear a hat? *if so what brand? ie. Stetson, Lee, etc.*

53% of the student body wears a hat at one time or another.

ENTERTAINMENT

How many week-end dates does he have in New Haven each year?

The Yale man has an average of 4.7 week-ends in New Haven a year.

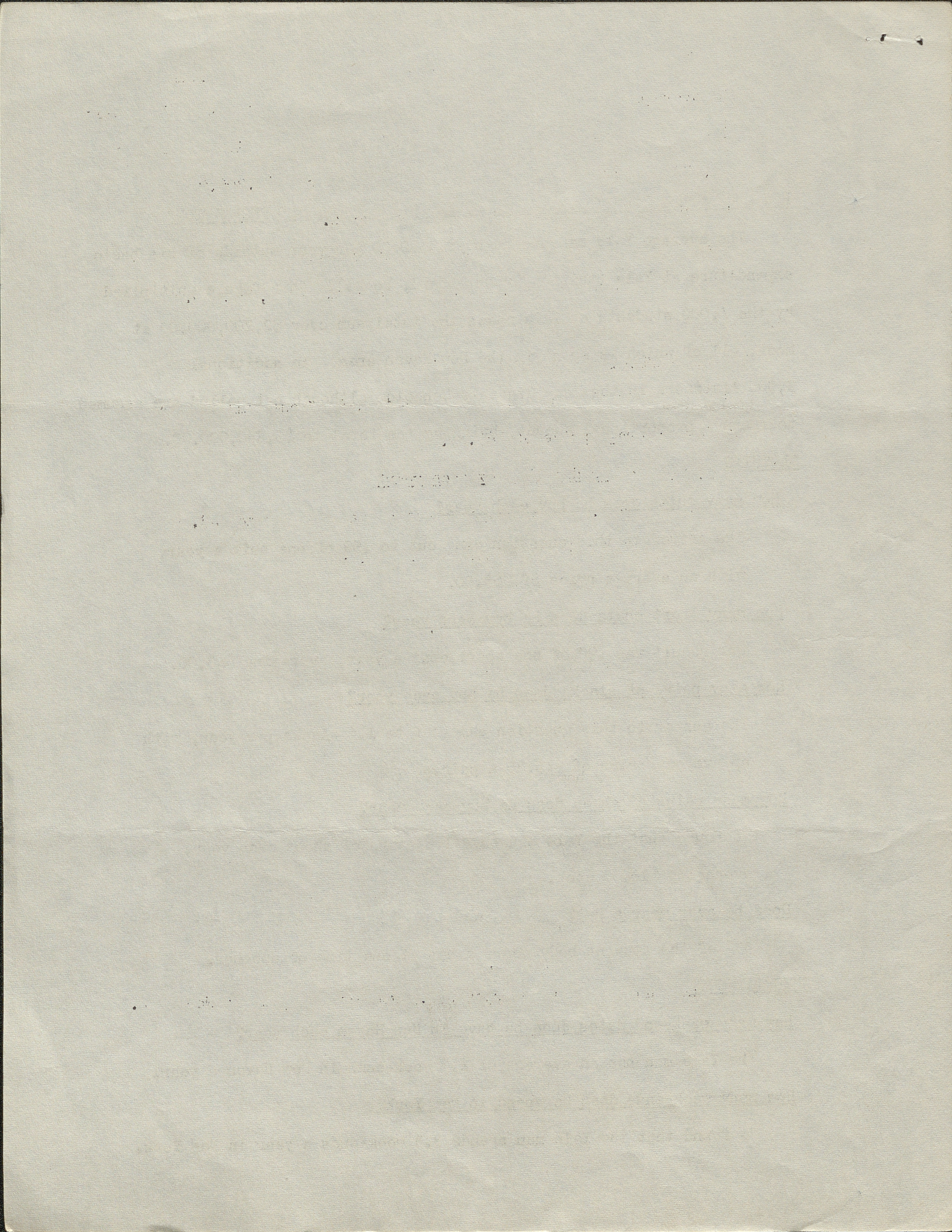
How many week-ends does he spend in New York?

We found that the Yale man spends 3.3 week-ends a year in New York.

do not  
include

\* very important







## ENTERTAINMENT-Continued

*include* { How many week-ends does he spend at women's colleges?

The Yale man has an average of 4.1 week-ends at women's colleges a year.

Which women's colleges do they prefer?

The "big five" colleges preferred by the Yale man are:(in order of preference)

Smith  
Vassar  
Connecticut College for Women  
Wellesley  
Mount Holyoke

The first two colleges combined accounted for almost two-thirds of the poll results.

## TRAVEL

How far does he live from Yale?

The Yale man lives an average distance from Yale of 478 miles.

How often does he go home?

The Yale man goes home an average of 5.8 times per year.

How does he travel? %

Plane \_\_\_\_\_ 18%  
Train \_\_\_\_\_ 36%  
Car \_\_\_\_\_ 46%

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Where does he spend his vacations other than at home? %

Florida 37%  
New York 17%  
Bermuda 12%  
North eastern States 10%  
Pennsylvania 6%

Europe 5%  
Canada 4%  
Far West 3%  
Far South 3%  
West Indies 3%



THE UNIVERSITY OF CHICAGO

How many more years will it take to reach the goal?

The table now shows an average of 4.2 years for women's colleges

years.

What does this mean for the future?

The table shows that the average for the last ten years is

Table 1  
Average years for women's colleges  
1900-1910  
1910-1920  
1920-1930  
1930-1940  
1940-1950  
1950-1960  
1960-1970  
1970-1980  
1980-1990  
1990-2000  
2000-2010  
2010-2020  
2020-2030  
2030-2040  
2040-2050  
2050-2060  
2060-2070  
2070-2080  
2080-2090  
2090-2100

The table shows that the average for the last ten years is 4.2 years for women's colleges. This is a significant improvement over the 1900-1910 period when the average was 3.5 years.

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What does this mean for the future?

Table 2  
Average years for men's colleges  
1900-1910  
1910-1920  
1920-1930  
1930-1940  
1940-1950  
1950-1960  
1960-1970  
1970-1980  
1980-1990  
1990-2000  
2000-2010  
2010-2020  
2020-2030  
2030-2040  
2040-2050  
2050-2060  
2060-2070  
2070-2080  
2080-2090  
2090-2100

What does this mean for the future?

Table 3  
Average years for women's colleges  
1900-1910  
1910-1920  
1920-1930  
1930-1940  
1940-1950  
1950-1960  
1960-1970  
1970-1980  
1980-1990  
1990-2000  
2000-2010  
2010-2020  
2020-2030  
2030-2040  
2040-2050  
2050-2060  
2060-2070  
2070-2080  
2080-2090  
2090-2100

Table 4  
Average years for men's colleges  
1900-1910  
1910-1920  
1920-1930  
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1940-1950  
1950-1960  
1960-1970  
1970-1980  
1980-1990  
1990-2000  
2000-2010  
2010-2020  
2020-2030  
2030-2040  
2040-2050  
2050-2060  
2060-2070  
2070-2080  
2080-2090  
2090-2100



## CAR

Does he have a car at Yale, and if so, what make?

*estimated yearly expenditure.*

30% of the students at Yale have cars, whose makes are:

|               |     |            |    |
|---------------|-----|------------|----|
| Chevrolet     | 23% | Cadillac   | 5% |
| Ford          | 14% | Plymouth   | 5% |
| Pontiac       | 13% | Mercury    | 4% |
| Dodge         | 7%  | Packard    | 4% |
| MG            | 7%  | Oldsmobile | 4% |
| Buick         | 5%  | Studebaker | 4% |
| Miscellaneous |     | 5%         |    |

How many gallons of gasoline does he use per month, and what brand?

The average per month in gasoline consumption is 43 gallons, with the following brands preferred: (in order of preference)

|           |                   |
|-----------|-------------------|
| 1. Esso   | 6. Mobile         |
| 2. Gulf   | 7. Amaco          |
| 3. Senoco | 8. Cities Service |
| 4. Shell  | 9. Calso          |
| 5. Texaco | 10. Atlantic      |

## RADIO

Is there a radio in his room, and if so what make?

90% of Yale men have radios in their room, whose makes are:

|         |     |        |     |
|---------|-----|--------|-----|
| Zenith  | 23% | GE     | 12% |
| RCA     | 18% | Philco | 7%  |
| Emerson | 18% | Others | 22% |

Is there a television set in his room?

2% have television sets in their rooms.

Is there a phonograph in his room, and if so what make?

67% of the Yale men have phonographs in their rooms, whose makes are:

|                 |     |          |     |
|-----------------|-----|----------|-----|
| Webster-Chicago | 30% | Columbia | 5%  |
| RCA             | 25% | Zenith   | 4%  |
| VM              | 10% | Others   | 26% |

How much does he spend on records per year?

An average of \$22.00 per year is spent on records by the Yale man.

78 r.p.m. —  
33 1/3 " —  
45 " —



THE FIRST PART OF THE HISTORY OF THE  
CITY OF NEW YORK, FROM THE  
FIRST SETTLEMENT OF THE  
CITY, IN THE YEAR 1624, TO  
THE PRESENT TIME, IN THE  
YEAR 1800.

THE SECOND PART OF THE HISTORY OF THE  
CITY OF NEW YORK, FROM THE  
FIRST SETTLEMENT OF THE  
CITY, IN THE YEAR 1624, TO  
THE PRESENT TIME, IN THE  
YEAR 1800.

THE THIRD PART OF THE HISTORY OF THE  
CITY OF NEW YORK, FROM THE  
FIRST SETTLEMENT OF THE  
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THE PRESENT TIME, IN THE  
YEAR 1800.

THE FOURTH PART OF THE HISTORY OF THE  
CITY OF NEW YORK, FROM THE  
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THE FIFTH PART OF THE HISTORY OF THE  
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FIRST SETTLEMENT OF THE  
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THE PRESENT TIME, IN THE  
YEAR 1800.



RADIO-Continued

What brand records does he buy? (in order of preference) 9%

- |             |            |
|-------------|------------|
| 1. Columbia | 4. Decca   |
| 2. RCA      | 5. Capitol |
| 3. London   | 6. MGM     |

\* PERSONALS & MISCELLANEOUS

What brands of the following does he use? (in order of preference)

Beer

- |              |               |              |
|--------------|---------------|--------------|
| 1. Budweiser | 3. Ballentine | 4. Schlitz   |
| 2. Miller's  |               | 5. Rheingold |

Cigarettes

- |                 |                  |
|-----------------|------------------|
| 1. Lucky Strike | 4. Camels        |
| 2. Pall Mall    | 5. Philip Morris |
| 3. Chesterfield | 6. Old Gold      |

Toothpaste

- |            |           |              |
|------------|-----------|--------------|
| 1. Colgate | 3. Squibb | 4. Pepsodent |
| 2. Amident |           | 4. Palmolive |

Soap

- |              |             |
|--------------|-------------|
| 1. Ivory     | 4. Lux      |
| 2. Palmolive | 5. Lifebuoy |
| 3. Dial      | 6. Camay    |

Razor

64% use regular razors, while 36% use electric razors.

Razor Blades

- |                                   |                |
|-----------------------------------|----------------|
| 1. Gillette (almost 75% of total) | 4. Pal         |
| 2. Schick                         | 5. Silver Star |
| 3. Personna                       | 6. Merlin      |

Shaving Cream

- |              |              |
|--------------|--------------|
| 1. Palmolive | 5. Colgate   |
| 2. Gillette  | 6. Old Spice |
| 3. Rise      | 7. Noxema    |
| 4. Yardley   | 8. Mennen    |

Magazines

- |                          |               |
|--------------------------|---------------|
| 1. Time                  | 4. New Yorker |
| 2. Life                  | 5. Newsweek   |
| 3. Saturday Evening Post | 6. Look       |

\* percentage listings on each.



THE BOARD OF DIRECTORS OF THE

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UNIVERSITY AND COLLEGE TEACHERS

RESOLUTIONS OF THE BOARD OF DIRECTORS

ADOPTED AT THE ANNUAL MEETING

HELD AT THE UNIVERSITY OF CHICAGO  
DECEMBER 29, 1900

RESOLUTION NO. 1

RESOLUTION NO. 2

RESOLUTION NO. 3

RESOLUTION NO. 4

RESOLUTION NO. 5

RESOLUTION NO. 6